



Town of Palm Beach United Way
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'Charity of Choice:' Town of Palm Beach United Way benefits from Worth Avenue Association Historical Walking Tours

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The Worth Avenue Association will present a check to the Town of Palm Beach United Way on Tuesday, June 2, in Via Amore to honor the organization as its 2020 "Charity of Choice." The donation stems from proceeds of the past season of Historical Walking Tours of Worth Avenue.

"We are extremely grateful for this generous contribution from the Worth Avenue Association and for their continued support of the Town of Palm Beach United Way," said Board Chairman Mary Freitas, who will accept the check on behalf of the organization. "We're fortunate to live in a town where philanthropy is just as important to businesses as it is to residents."

The tours, guided by local historian Rick Rose, started in early December and ended in mid-March – cut short by the COVID-19 pandemic. They took place every Wednesday beginning in the Via Amore courtyard and covered much of the history of Worth Avenue including its architectural importance, influence on the fashion world and development as a legendary social scene. The cost of the tour was \$10 per person.

"Although the Historical Walking Tours of Worth Avenue ended early due to the ongoing public health crisis, we are proud to help support the Town of Palm Beach United Way and their mission to improve the quality of life of Palm Beach County residents through investments in education, health and income-based programs," said Ashley Berry, President of the Worth Avenue Association. "Our Worth Avenue merchants believe it is important to give back to the communities in which we live and work."

The donation from the Worth Avenue Association will benefit the Town of Palm Beach United Way's Annual Campaign, which supports 48 local nonprofits that in turn serve more than 300,000 Palm Beach County residents in need of health and human services.

This was the second year in a row the Town of Palm Beach United Way was chosen as the association's "Charity of Choice."

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